

# (12) UK Patent Application (19) GB (11) 2 343 774 (13) A

(43) Date of A Publication 17.05.2000

(21) Application No 9907626.7

(22) Date of Filing 06.04.1999

(30) Priority Data

(31) 9828101

(32) 21.12.1998

(33) GB

(71) Applicant(s)

Roke Manor Research Limited  
(Incorporated in the United Kingdom)  
Old Salisbury Lane, Romsey, Hampshire, SO51 0ZN,  
United Kingdom

Nicholas WEBB

Hole Farm Cottage, Chilsham Lane,  
Bodle Street Green, Nr. Herstmon Ceux,  
EAST SUSSEX, BN27 4QJ, United Kingdom

(72) Inventor(s)

Stephen Philip ROWE

John MANSBRIDGE

Nicholas WEBB

(51) INT CL<sup>7</sup>

G08B 5/36 // G09F 9/35

(52) UK CL (Edition R )

G4F F14

G5C CAB

(56) Documents Cited

GB 2135536 A US 4514725 A US 4237449 A

(58) Field of Search

UK CL (Edition Q ) G4F FAA FAB F14 , G5C CAB CAD  
INT CL<sup>6</sup> G08B 5/02 5/36 5/38 , G09F 3/00 9/30 9/307  
9/33 9/35

On-line: WPI, EPODOC, JAPIO

(74) Agent and/or Address for Service

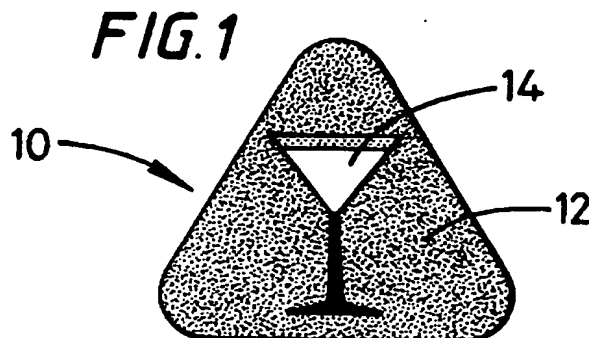
Derek Allen

Siemens Group Services Limited, Intellectual  
Property Department, Roke Manor, Old Salisbury  
Lane, ROMSEY, Hampshire, SO51 0ZN,  
United Kingdom

(54) Abstract Title

**Acoustically activated device**

(57) A marketing device for displaying predefined information in response to a predefined signal being detected. The device is obtained from a retailer and worn as a badge while at the cinema or while listening to the radio or TV. When a specific advert is broadcast the badge interprets part of the sound track and activates the display on the badge. The displayed information may be an advertisement or a message. The predefined signal may be broadcast by a commercial broadcasting means, such as a television or radio.



GB 2 343 774 A



Application No: GB 9907626.7  
Claims searched: 1-21

Examiner: John Betts  
Date of search: 20 August 1999

INVESTOR IN PEOPLE

## Patents Act 1977 Search Report under Section 17

### Databases searched:

UK Patent Office collections, including GB, EP, WO & US patent specifications, in:

UK CI (Ed.Q): G4F (FAA, FAB, F14) G5C (CAB, CAD)

Int CI (Ed.6): G09F 3/00 9/33 9/35 9/307 9/30 ; G08B 5/02 5/36 5/38

Other: On-line: WPI, EPODOC, JAPIO

### Documents considered to be relevant:

Category	Identity of document and relevant passage	Relevant to claims
X	GB2135536 A (Wobbot Int) whole document	1-3, 6-9, 17,19-20
X	US4514725 (Bristley) whole document	1-3,11,16 17, 19
X	US4237449 (Zibbell) whole document	1-3, 17,19

X	Document indicating lack of novelty or inventive step	A	Document indicating technological background and/or state of the art.
Y	Document indicating lack of inventive step if combined with one or more other documents of same category.	P	Document published on or after the declared priority date but before the filing date of this invention.
&	Member of the same patent family	E	Patent document published on or after, but with priority date earlier than, the filing date of this application.

# INTERNATIONAL SEARCH REPORT

Inter national Application No  
PCT/GB 99/04354

**A. CLASSIFICATION OF SUBJECT MATTER**  
IPC 7 G09F27/00 G09F9/00

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 7 G09F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	FR 2 564 227 A (FLINOIS JEAN) 15 November 1985 (1985-11-15) the whole document	1-20
Y	WO 94 22127 A (ENDERS REINHARD) 29 September 1994 (1994-09-29) the whole document	1-20
P,X	GB 2 329 503 A (ROBINSON ALAN WILLIAM) 24 March 1999 (1999-03-24) page 8, line 2 - line 9; claims; figures	1,13
A	FR 2 458 857 A (VERDIER LOUIS) 2 January 1981 (1981-01-02) claims; figures	1
	-/-	

☒ Further documents are listed in the continuation of box C.

☒ Patent family members are listed in annex.

### \* Special categories of cited documents:

- "A" document defining the general state of the art which is not considered to be of particular relevance
- "E" earlier document but published on or after the international filing date
- "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- "O" document referring to an oral disclosure, use, exhibition or other means
- "P" document published prior to the international filing date but later than the priority date claimed

- "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
- "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
- "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
- "A" document member of the same patent family

Date of the actual completion of the international search

22 March 2000

Date of mailing of the international search report

30/03/2000

Name and mailing address of the ISA

European Patent Office, P.B. 5818 Patentlaan 2  
NL - 2280 HV Rijswijk  
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,  
Fax: (+31-70) 340-3018

Authorized officer

Gallo, G